



Module Synopsis

MODULE 1:

An Overview of the Entire Power Boost and Best Seller Campaign:

17:25

In this first module, Polly gives you an overview of the entire project to start you out with a clear concept of the who's, what's, and why's of this 11-module campaign.

She also starts by giving you a checklist to ensure a healthy, successful campaign.

MODULE 2:

How to Get Your Book Into eBook Format:

7:16

There are many ways to convert your manuscript into an eBook format. And there are pros and cons to each one. In this module, Polly will review the pros and cons of each way to get your eBook formatted and the best one for this campaign.

MODULE 3:

Optimizing Your Amazon Page –1: How to Find Your BEST Keywords

18:34

In this module, we will start to build the foundation of a successful campaign AND the ongoing strength of your Amazon account.

Amazon is an enormous search engine, and when worked correctly you can use Amazon as a powerful marketing partner. Module 3 is the start of a 4-module tutorial on how to get Amazon working on your behalf. This first step is to find your BEST keywords.

MODULE 4:

How to Upload Your eBook to KDP

10:53

Creating a KDP account and uploading your eBook is not rocket science, but in this module, Polly takes you step-by-step through the process so you don't miss a beat. Remember, Amazon is an enormous search engine, so we don't want to miss a single tool.

MODULE 5:

Optimizing Your Amazon Page—2: How to Research Your Best Categories

23:51

In this second of four modules on how to optimize your Amazon page, THIS module is the most important of the entire campaign. Researching and deciding your best Amazon category threads is the secret sauce, the magic button that will assure your most successful campaign – AND make your Amazon page strong for future sales. You might even watch this module a couple of times to really nail it.

In this module, Polly shows you a few different ways to hunt for your best category threads.

MODULE 6:

Optimizing Your Amazon Page—3: How to Tell KDP Which Categories You've Chosen:

8:57

You learned in Module 5, the second in the 4-module optimization tutorial, how to research your best Amazon category threads. Now you have to tell KDP which categories you've chosen!

Here in the third of the 4-module tutorial, Module 6, Polly reviews with you exactly how to contact KDP and gives you a template letter so you can just fill in the blanks.

MODULE 7:

Optimizing Your Amazon Page—4: How to Open Your Author Central Page

8:20

This is the last step in fully optimizing your Amazon page. And it's a good one!

Amazon allows you a free marketing tool called an Author Central Page. Polly reviews step-by-step how to open and optimize your Author Central Page: including when to do it, what to do, and why to do it!

MODULE 8:

Enroll into KDP Select and Choose Your Campaign Day

7:07

What makes this best seller campaign work so well is enrolling into the KDP Select program. It's a program that KDP offers authors, where in exchange for exclusivity they give you more exposure and promotional programs.

In Module 8, Polly explains the details of the KDP Select program, how to enroll, and the Best Practices for choosing the right day for your campaign.

MODULE 9:

Review the Subscription Services

18:11

There are companies that have gathered databases of readers and broken them into specific genres. You can go and purchase a service to get your free eBook in front of that list of your specific genre! And there are many of them! So where do you find these magical lists? Which ones should you use? How much are they?

In Module 9, Polly will introduce these lists to you and give you strategies to consider.

MODULE 10:

Terms You Should Understand

5:53

As you order the subscription lists, there are a few terms you should understand so you give them the right information. In Module 10, you will learn these terms and Polly will tell you exactly how to fill out these forms so your campaign is thorough and successful.

MODULE 11:

Day of Campaign

32:36

Everything is set up and the day of the campaign begins. In this module, Polly will review how to read your sales reports, how to chart your hour-by-hour ranking, and how to leverage your #1 status.